

INHALING

needn't worry
YOUR throat!



THERE'S a lot of difference in cigarettes!

And here's how the five most popular brands stack up—as compared by eminent doctors.*

The other four brands averaged more than three times as irritant as PHILIP MORRIS.

And this irritation—
from the other four—
lasted more than five
times as long!

Sure, you inhale.
All smokers do. So—
be sure about
your cigarette!

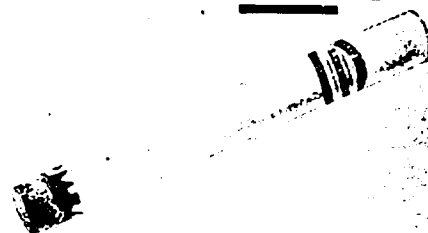
REAL PROTECTION
ADDED TO
FINER PLEASURE!

CALL FOR PHILIP MORRIS

AMERICA'S *Finest* CIGARETTE

* Reported in authoritative medical journals.

151 DON'T LET INHALING WORRY YOU



ALL SMOKERS SOMETIMES INHALE—BUT
YOUR THROAT NEEDN'T EVEN KNOW IT!

There's a cigarette that not only tastes better—
but is proved better for you . . . even when you
do inhale!

A vital difference has been found by eminent
doctors who compared the leading popular brands.
They report that:

SMOKE OF THE FOUR OTHER LEADING POPULAR
BRANDS AVERAGED MORE THAN THREE TIMES
AS IRRITATING—AND THEIR IRRITATION LASTED
MORE THAN FIVE TIMES AS LONG—AS THE
STRIKINGLY CONTRASTED PHILIP MORRIS!

Real protection—added to your enjoyment of
PHILIP MORRIS' finer-quality tobaccos. No worry
about throat irritation even when you inhale!



CALL FOR PHILIP MORRIS

AMERICA'S *Finest* CIGARETTE

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